



Intercollegiate Broadcasting System, Inc.

Bethlehem, Pennsylvania

December 18, 1965

Mr. Robert Fullem
Assistant Station Manager
Radio Station WSUA
Albany, New York

Dear Mr. Fullum:

We just received your letter of December 12, 1965 concerning your problems in National Advertising.

Your contact with College Radio Corporation is a most familiar account. Many of our finest radio stations have experienced troubles with Mr. Vance and his group. And some of them report that they haven't yet been paid for advertising!

Several years ago the National Advertising scene was much better. Cigarettes and Brewers did extensive College Radio advertising. Now that both have withdrawn from our field, it really doesn't pay an agency to handle these accounts. Furthermore, it is hard to call us, or group some College Radio stations, into what could be called mass media! So, in general, New York doesn't bite at the bait.

Your best alternative is the tie in with the national organization of a local distributor, or a regional sales office of a college product--- like cars or hi-fi sets, or colt 45, or VW, etc. IBS has not yet been able to organize any activity in this area... but we're sure working on it. You might also write a letter similar to that of the 12th to Bill McCloskey at WWVU at Villanova.

Bill has been putting a lot of effort



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into this area for us, and could probably make a number of suggestions.

We appreciate your thinking of us first in the respect, but are sorry that at the present time we can't give you much help.

If you have any further questions, please do not hesitate to contact us.

Sincerely,

Tom McCloud
Office Manager

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